



Action for Happiness

Member Survey Results – Dec 2010

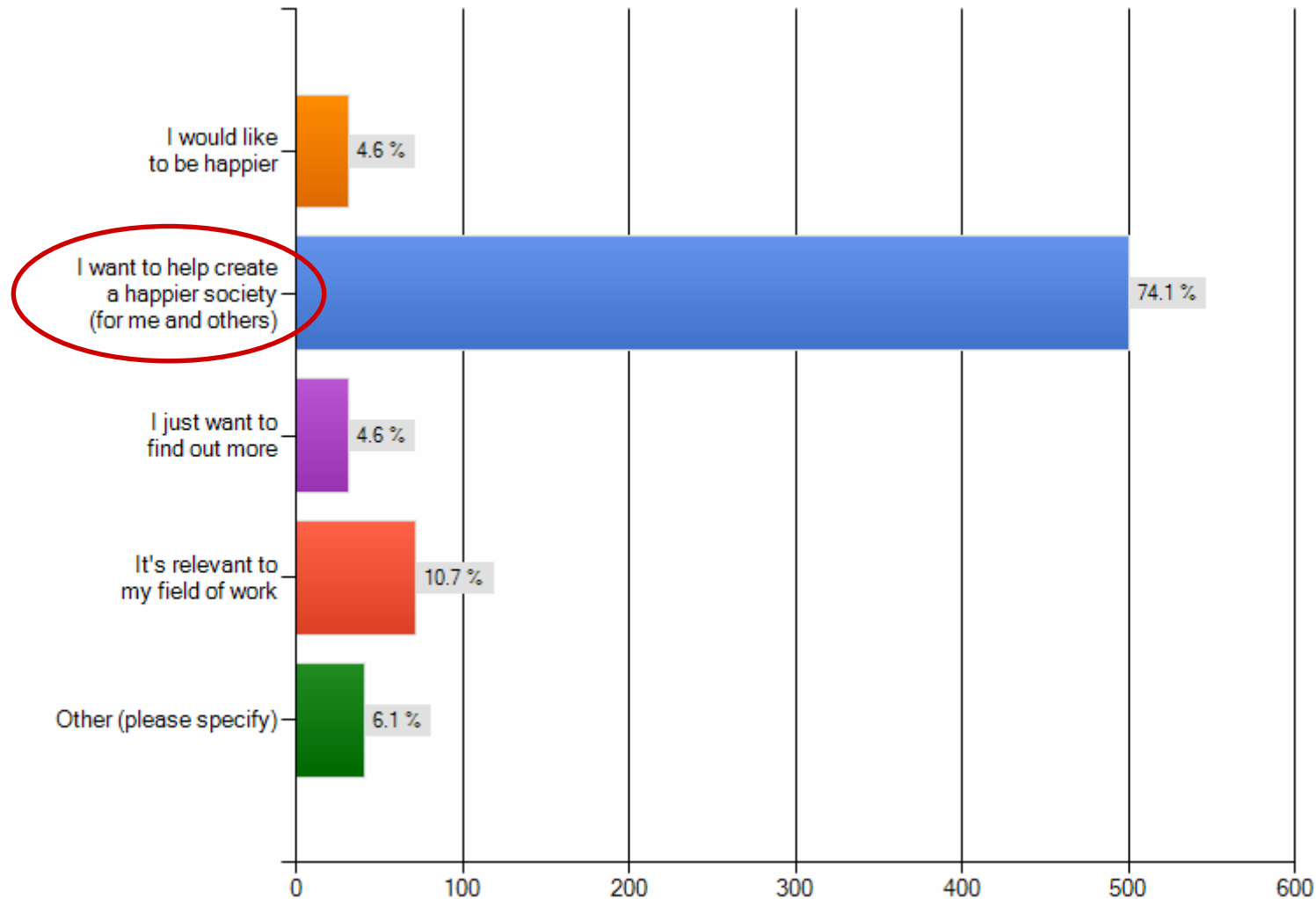


#1



The vast majority (74%) of members joined in order to **help create a happier society** (for themselves and others)

Q: What made you sign up to join Action for Happiness? *



* Note: for many survey respondents references to "Action for Happiness" originally read "Movement for Happiness"

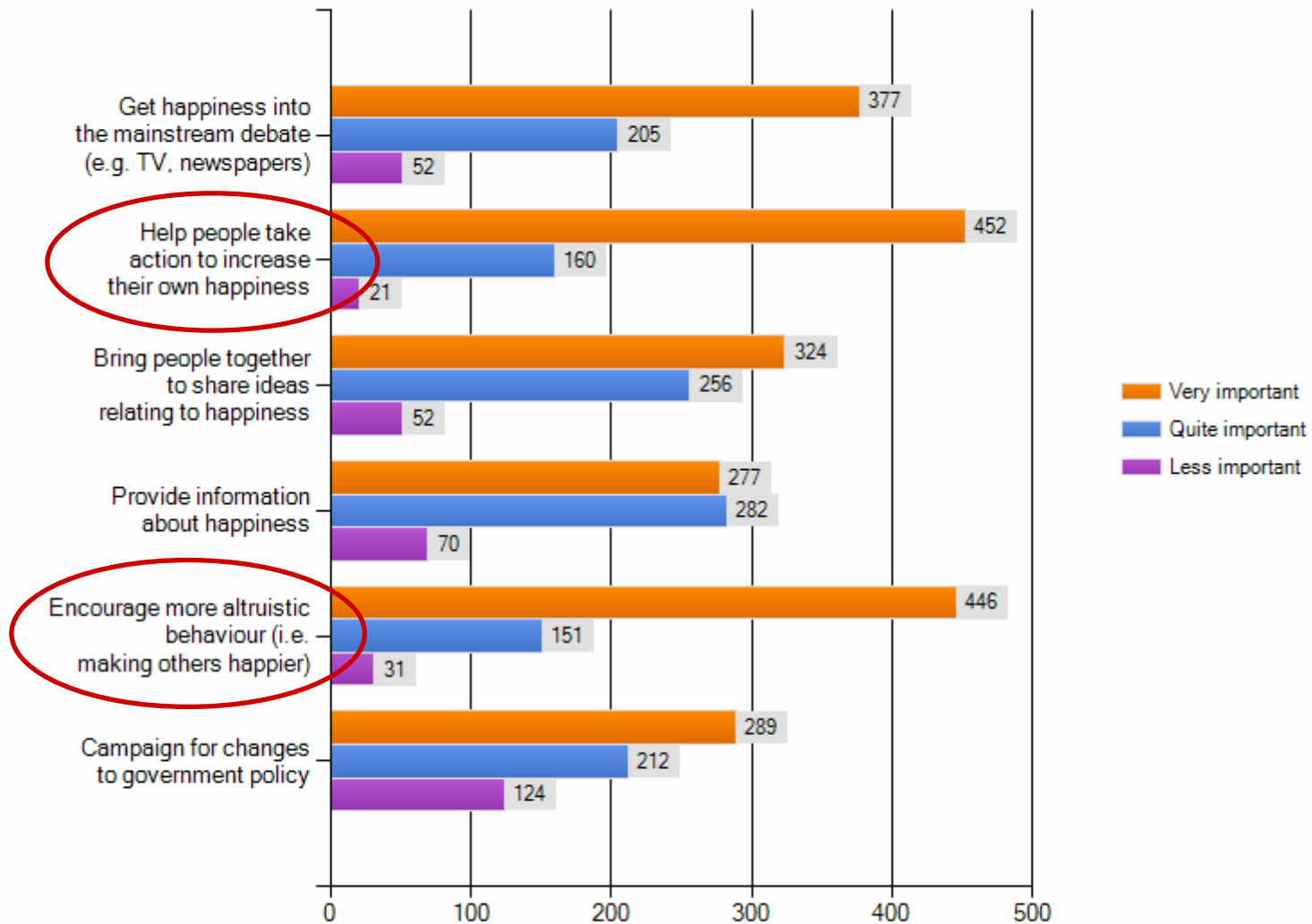
#2



Members feel our main **priorities** should be to:

- Help people take action to increase their own happiness
- Encourage more altruistic behaviour

Q: How important should these different activities be for us?



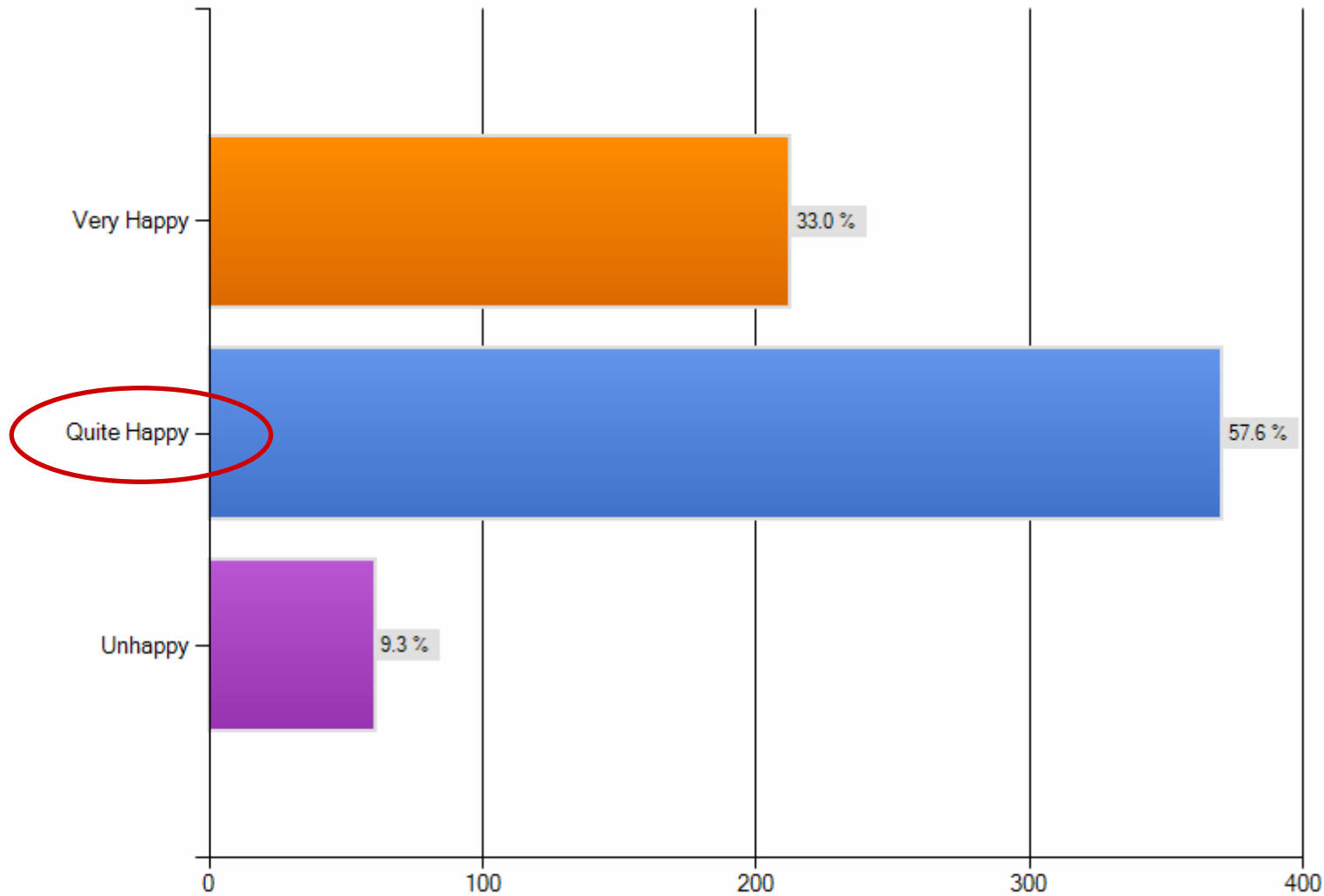
#3



Members are similar to the wider population (UK) in terms of their **levels of happiness**, with 58% “quite happy”



Q: Taking all things together, how happy would you say you are?



Note: this is similar to UK-wide data: **36%** VH; **57%** QH; **7%** U (Source: Layard, 2005)

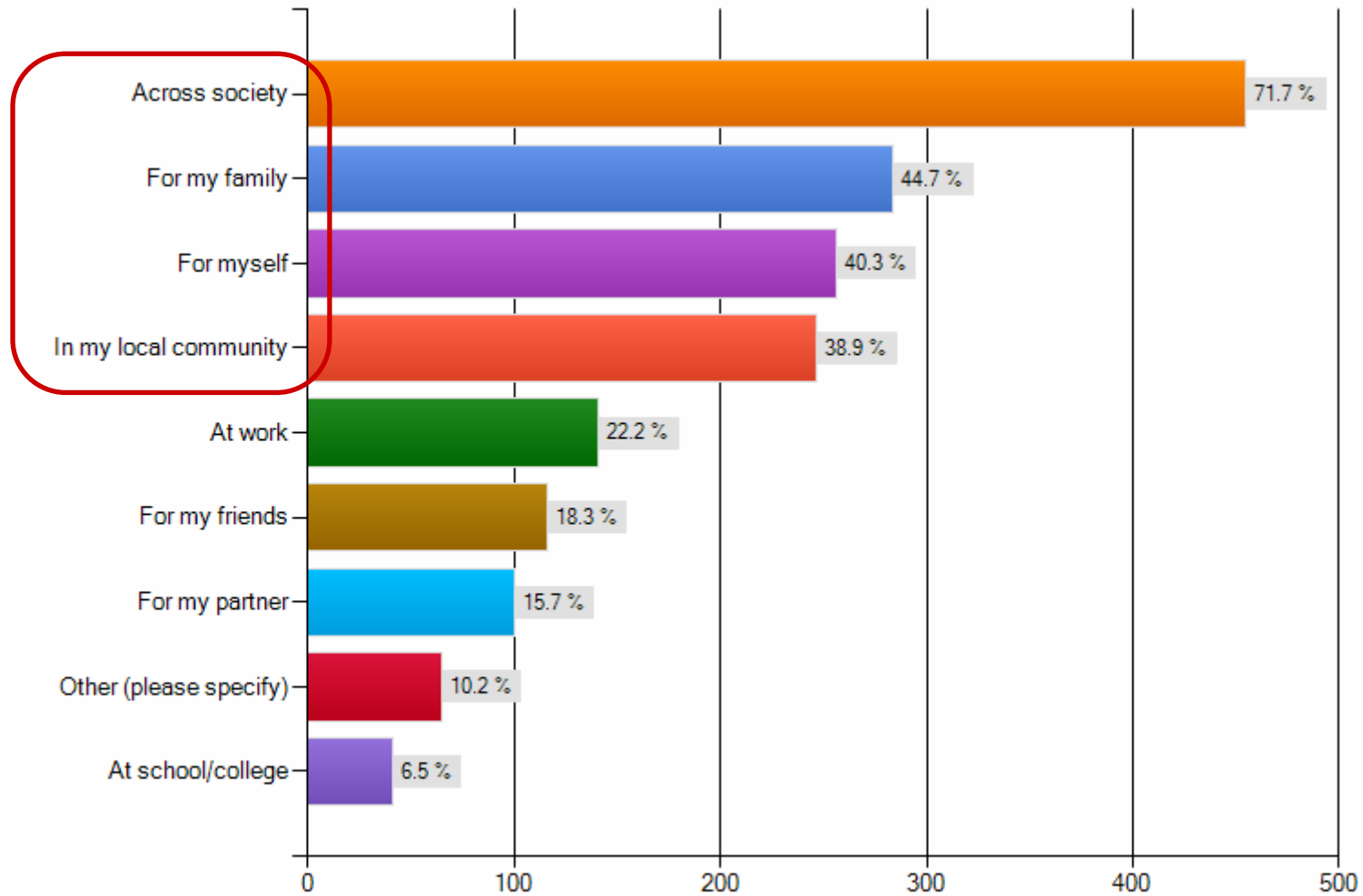
#4



Members most want to **take action** to increase happiness:

- Across society
- For their families
- For themselves
- In their local communities

Q: In which areas would you like to take action to increase happiness?

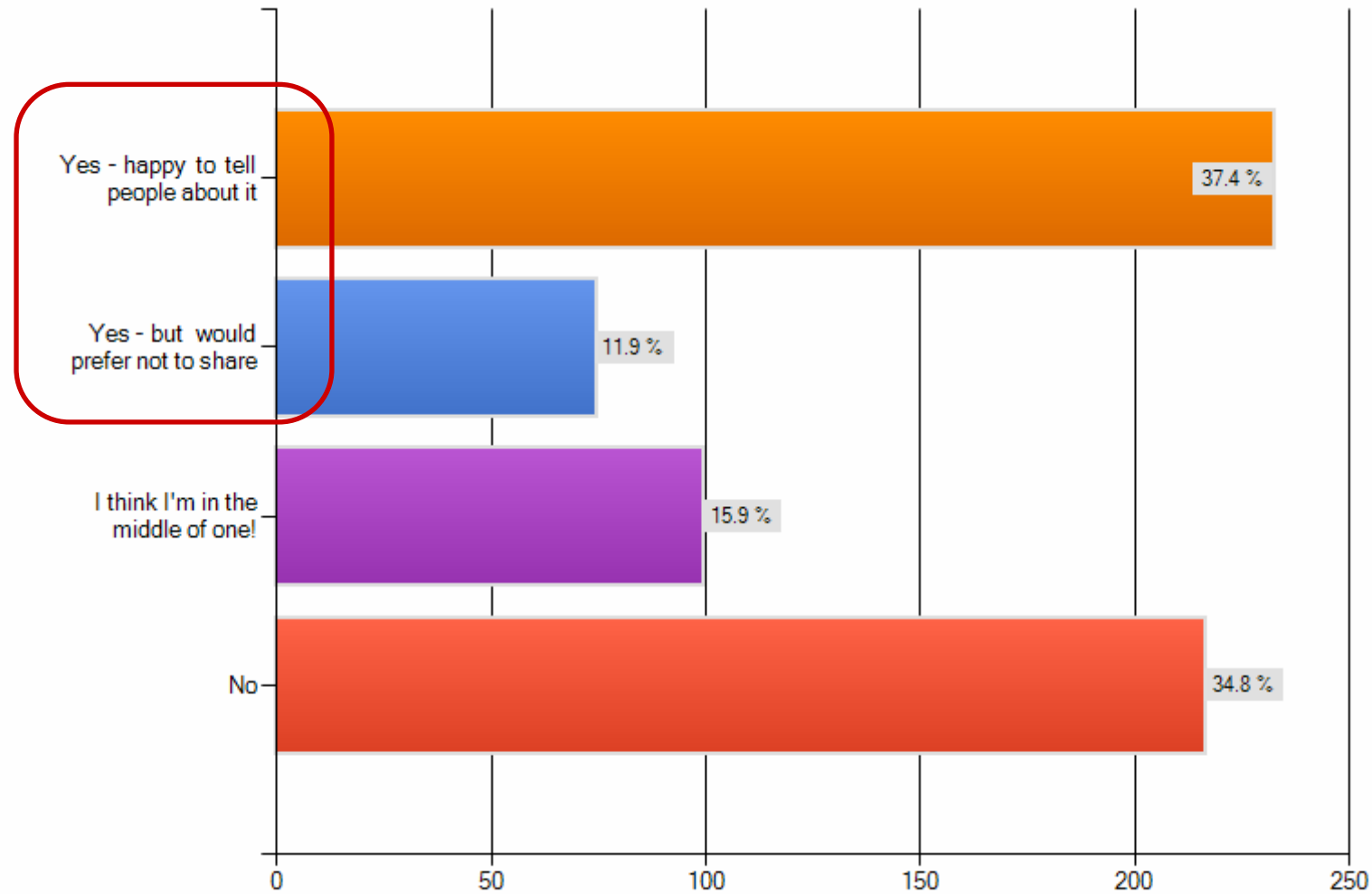


#5



Around half of members have been through a **major life change** with a positive outcome (a “good life crisis”)

Q: Have you had a major life change with a positive outcome?



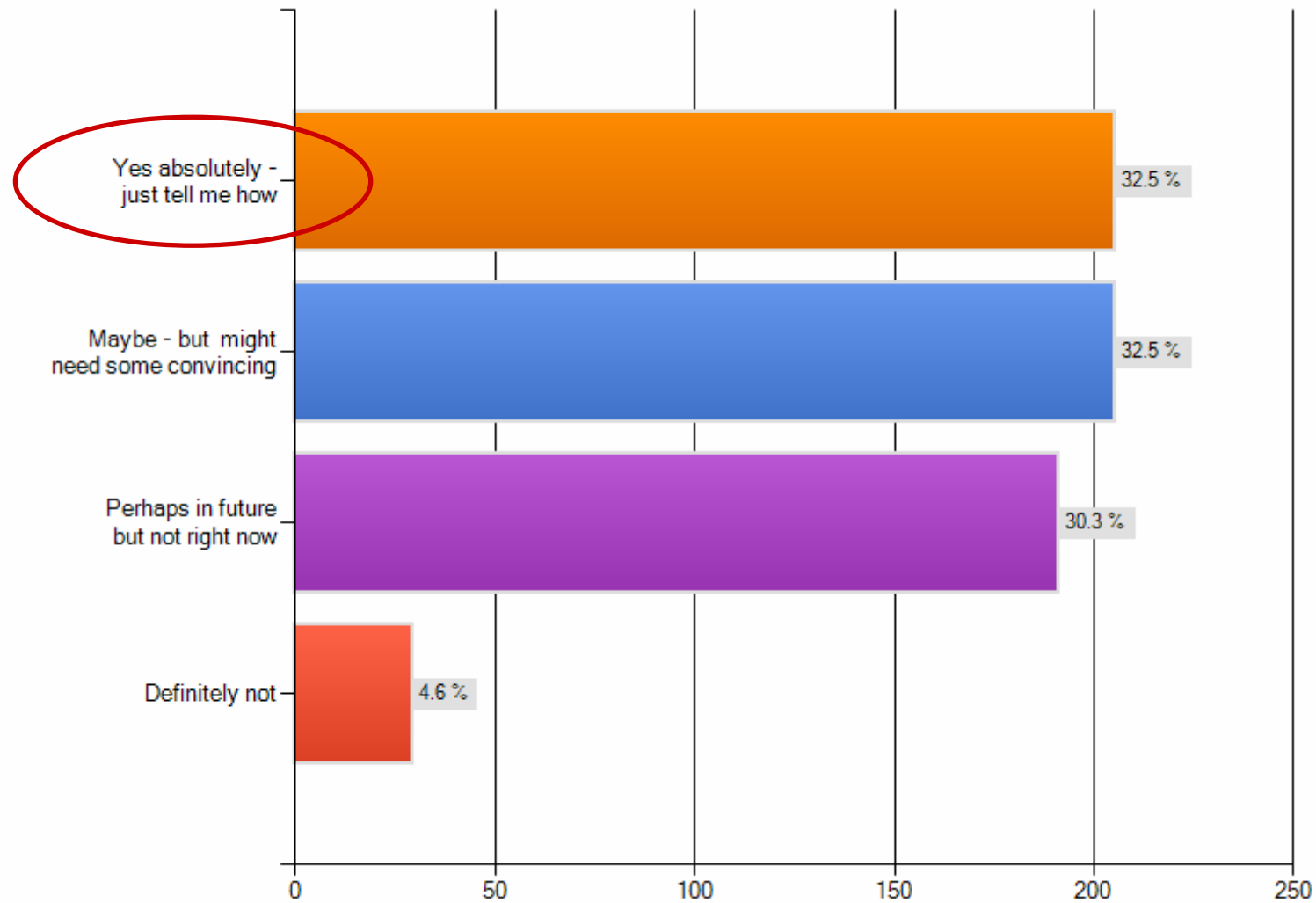
#6



Around a third of members are very keen to **start an Action for Happiness group** with other members



Q: Would you form a group as part of Action for Happiness?



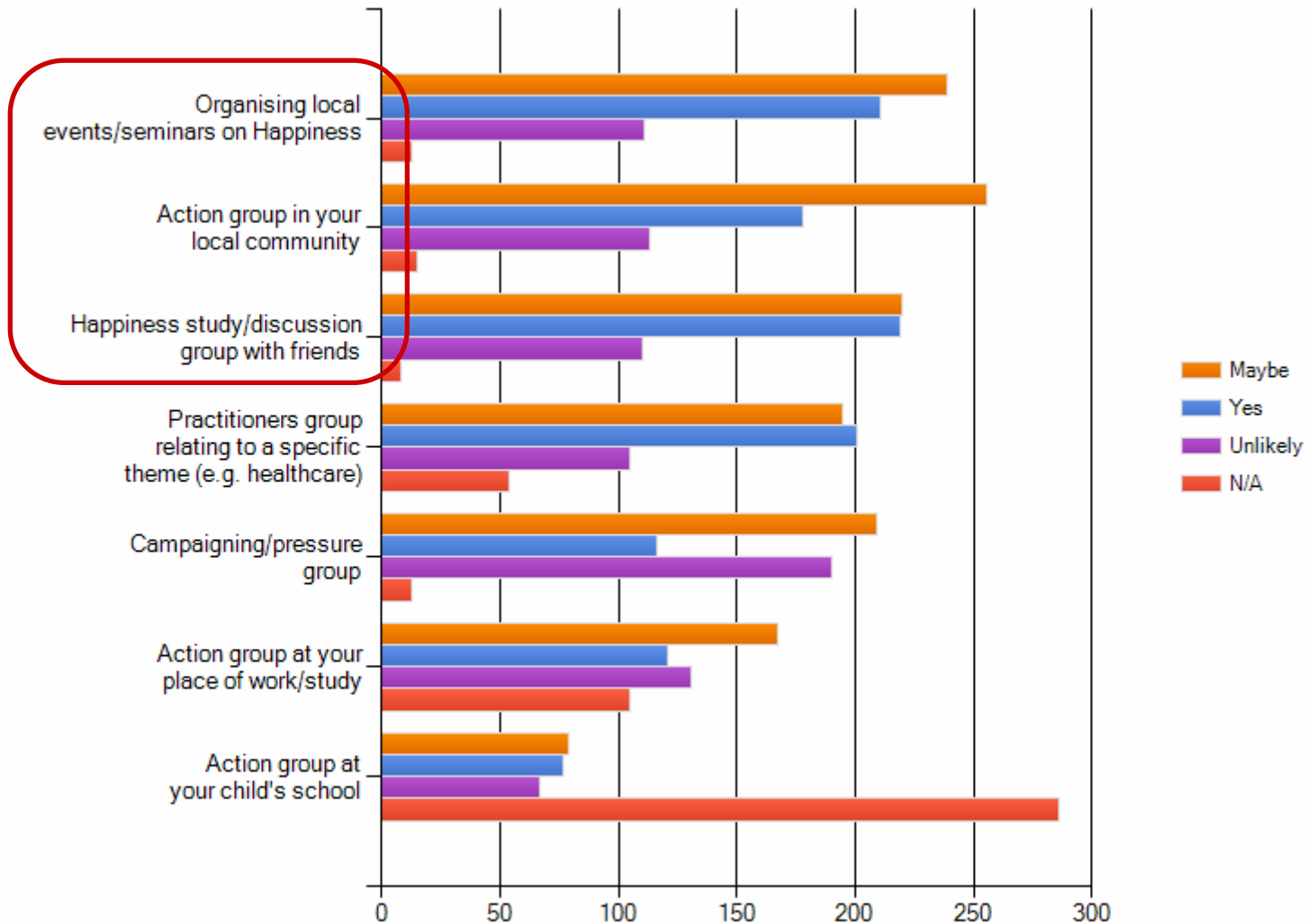
#7



The most popular ideas for **group activities** are:

- Organising local events/seminars
- Action group in the local community
- Happiness study/discussion group with friends

Q: Would you join any of these groups if they existed?



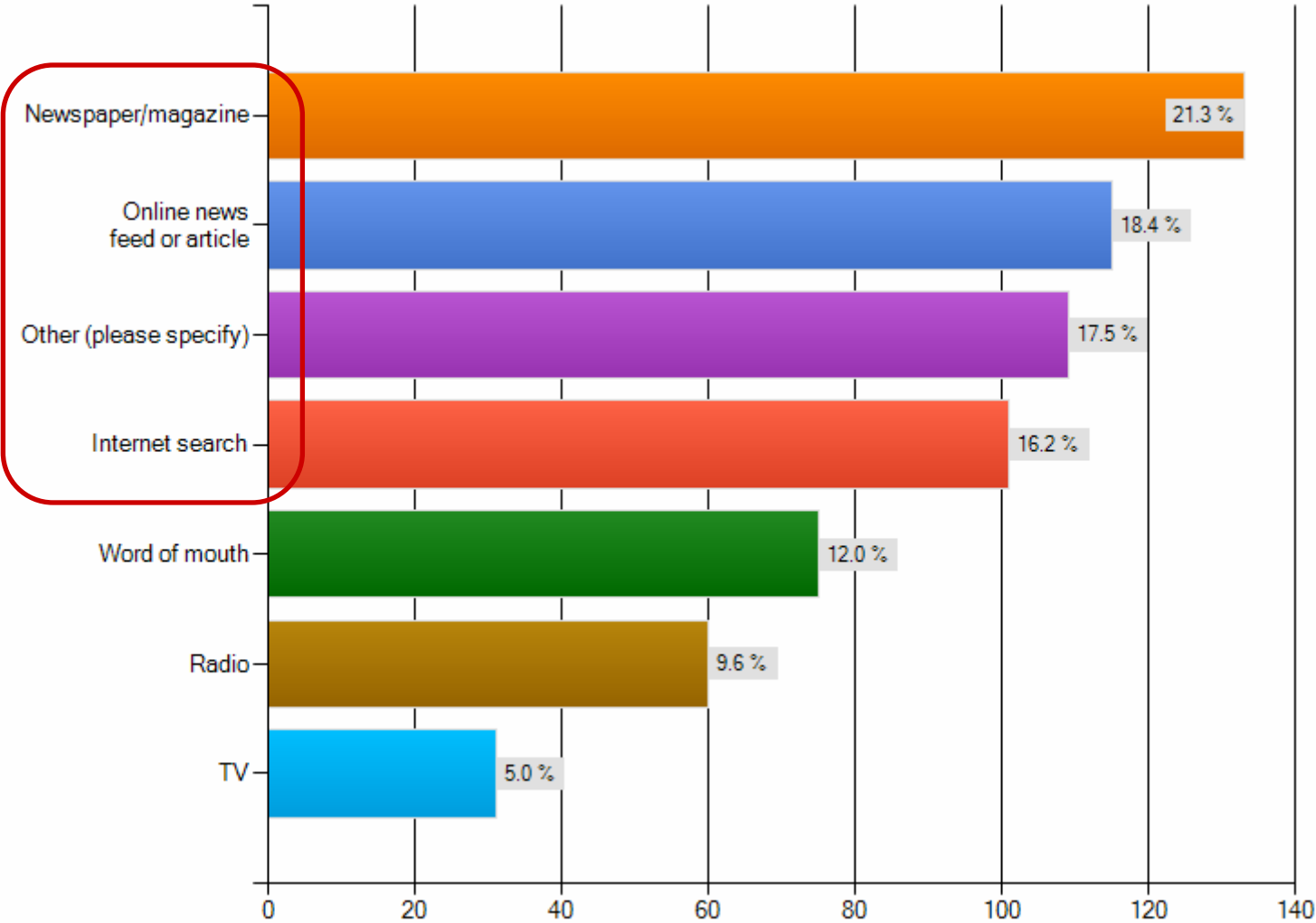
#8



Members had most commonly **heard about** Action for Happiness via:

- Newspaper or magazine
- Online news/article
- Internet search

Q: Where did you first hear about Action for Happiness?



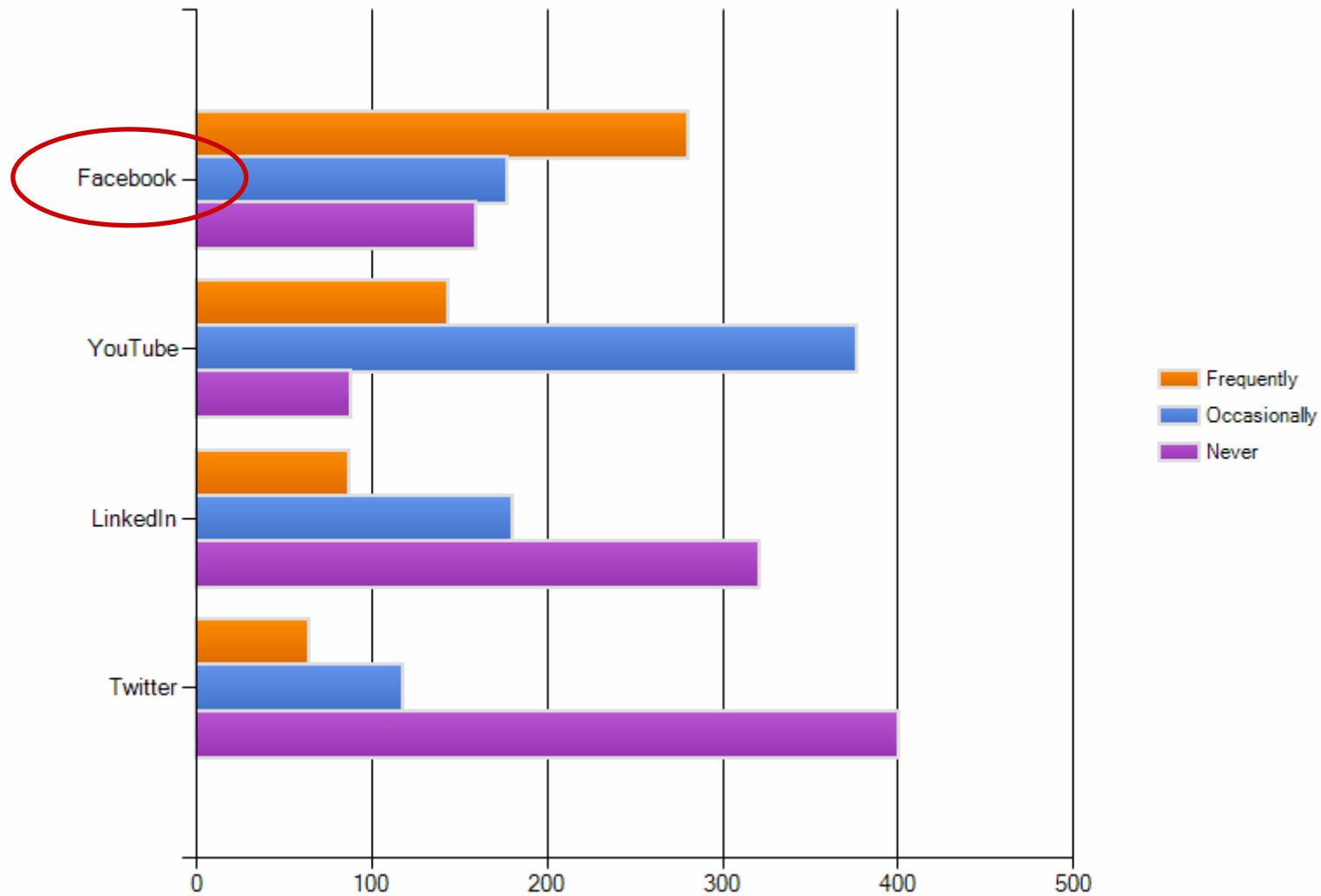
#8



Around 75% of members use **Facebook** (45% regularly)

Only 30% use **Twitter** (10% regularly)

Q: How often do you use the following websites?



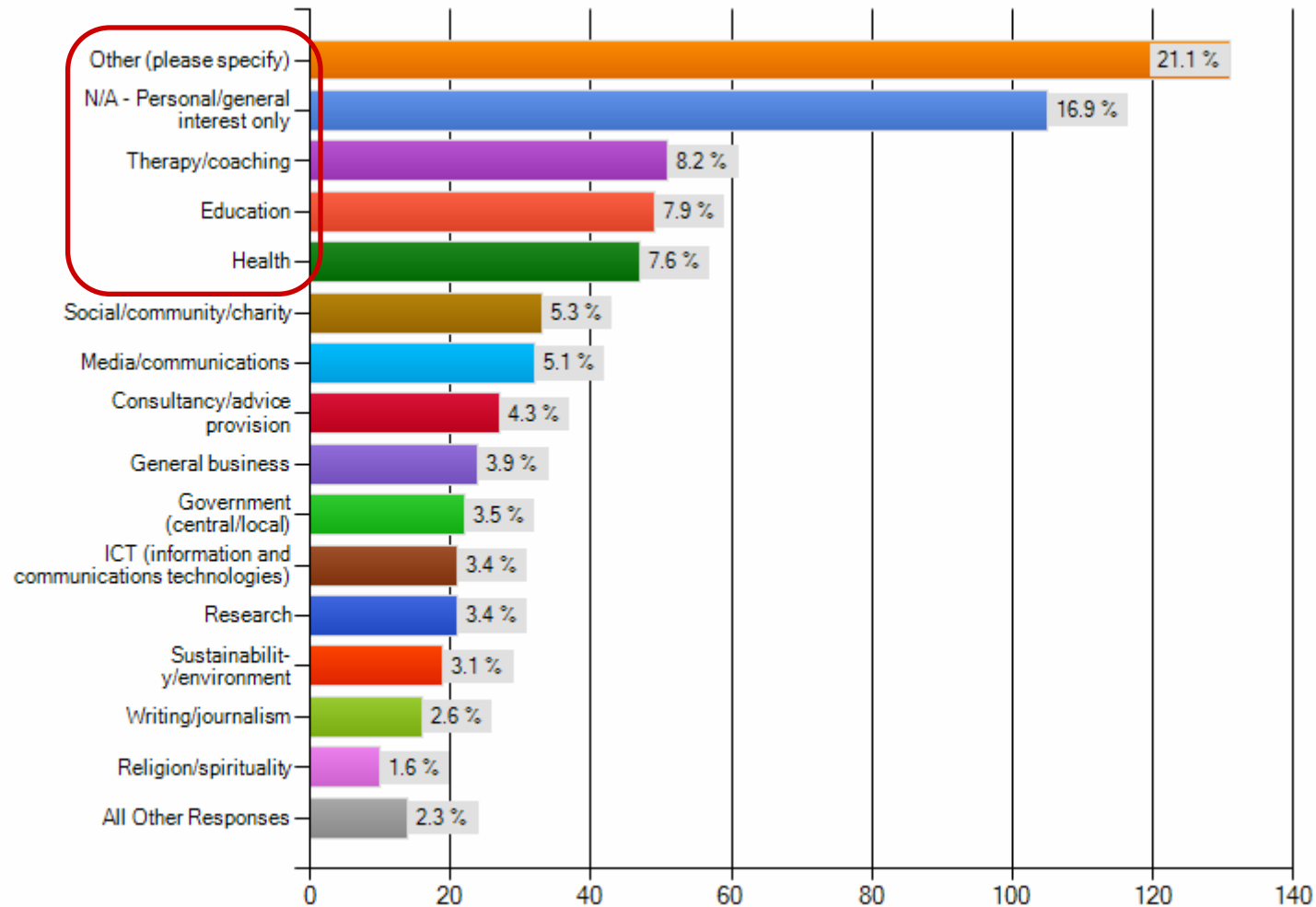
#9



Members have a very wide range of areas of **professional interest**. The most common are:

- Therapy/coaching
- Education
- Health

Q: If you're interested in happiness in connection with your work, what is your field of work?



#10



Members had passionate views on **what happiness means** for them

We've used these to create an inspiring word cloud...

Q: What does happiness mean to you?

